Key Retailer
Discovery Process Action Plan
"New World Merchandising"

I. Identify"Potential" Players (top down process, by setup type)

- Backbar Setups
  - Calls that could take a "backbar setup"
  - Considerations
    - Where will Philip Morris go first
    - Space behind counter (width/depth)
- Hanging APD Setups
  - Considerations
    - Display visibility
    - Ceiling height
- Calls For "Other" Setup Types
  - Still a "player"
  - No room for backbar or hanging APD

II. Conduct Discovery Process To Determine "Players"

- Considerations: When conducting Discovery Process position RJR "upfront" as the Category Advisor/Industry Approach Company

III. Division Meetings

- Meet once per month to
  - Brainstorm solutions
  - Discuss Alternatives
  - Update progress

IV. Merchandising Show

- Invite Top 10 Retailers from each assignment
- Top Chains
- Wholesalers

51842 7332

Source: https://www.industrydocuments.ucsf.edu/docs/ggcp0000